

**WHAT IS CLAIMED IS:**

1. A system for applying a makeup and/or beauty care formulation, the system comprising:

a container;

a makeup and/or beauty care formulation contained in the container,

wherein the makeup and/or beauty care formulation has a thermal profile having a melting peak with a width at mid-height,  $L_f$ , of less than or equal to  $10^{\circ}\text{C}$ ;

an applicator device for applying the makeup and/or beauty care formulation; and

a heating member configured to raise the temperature of the formulation, before, during, or after application of the formulation, above the formulation's melting point.

2. The system of claim 1, wherein the heating member is configured to raise the temperature of the formulation, before, during, or after application of the formulation, above or equal to the formulation's end melting point.

3. The system of claim 1, wherein the system comprises a kit, the kit comprising a device comprising the heating member, wherein the device comprising the heating member is separate from the applicator device.

4. The system of claim 1, wherein the heating member is associated with at least one of the container and the applicator device.

5. The system of claim 4, wherein the applicator device comprises an applying portion comprising the heating member.

6. The system of claim 4, wherein the applicator device comprises an applying portion separate from the heating member.

7. The system of claim 4, wherein the applicator device comprises an applying portion, wherein the applying portion is axially offset over substantially its full length relative to the heating member.

8. The system of claim 7, wherein the applicator device comprises a rod, and wherein the heating member extends substantially from an end of the rod adjacent to the applying portion to a portion of the rod located substantially at or below the free surface level of the formulation prior to the first use of the applicator device, when the container is in a substantially vertical position.

9. The system of claim 4, wherein the applicator device comprises an applying portion, wherein the applying portion comprises a hollow element receiving the heating member therein.

10. The system of claim 9, wherein the heating element is in the form of a filament lamp.

11. The system of claim 4, wherein the applicator device comprises:
- a rod; and
- an applying portion associated with an end of the rod,
- wherein, with the applicator device mounted on the container, the applying portion contacts the formulation inside the container, and wherein the heating member is configured so as to avoid significant heating of at least part of the rod placed above the formulation inside the container prior to the first use of the applicator device.
12. The system of claim 11, wherein the applying portion and the heating member at least partially overlap one another axially.
13. The system of claim 12, wherein the heating member extends over substantially the full length of the applying portion.
14. The system of claim 11, wherein the applicator device comprises a cap associated with an end of the rod opposite the applying portion, the cap being configured to close off an opening of the container when the applying portion is located inside the container.
15. The system of claim 14, further comprising a wiper element located proximate to the opening, the wiper member being configured to be traversed by the applying portion as the applying portion is withdrawn from the container.

16. The system of claim 14, wherein the heating member is arranged so that a portion of the rod located at a level of the wiper element when the cap closes off the opening is not heated to any significant degree.

17. The system of claim 1, further comprising a power source, wherein the heating member is associated with the power source.

18. The system of claim 17, wherein the power source comprises a direct current source.

19. The system of claim 17, wherein the power source comprises a battery.

20. The system of claim 17, wherein the power source comprises a rechargeable battery.

21. The system of claim 1, wherein the applicator device comprises an applying portion comprising an element having at least one surface portion incorporating projections configured to at least one of facilitate application of the formulation and separate eyelashes.

22. The system of claim 21, wherein the projections define ridges.

23. The system of claim 21, wherein the heating member extends over at least a portion of the length of the applying portion.

24. The system of claim 21, wherein the heating member extends over at least a portion of the length of the applying portion at the surface of the applying portion.

25. The system of claim 1, wherein the heating member is configured to dissipate power ranging from one-half a watt to 4 watts.

26. The system of claim 1, wherein the heating member is configured to dissipate power ranging from one-half a watt to 2 watts.

27. The system of claim 1, wherein the heating member is configured to dissipate power ranging from one-half a watt to 1 watt.

28. The system of claim 1, wherein the heating member comprises a heating element comprising a winding having several turns.

29. The system of claim 28, wherein the heating element defines a diameter ranging from three-tenths of a millimeter to 1 millimeter.

30. The system of claim 28, wherein the heating element defines a diameter ranging from four-tenths of a millimeter to six-tenths of a millimeter.

31. The system of claim 28, wherein the winding comprises contiguous turns.

32. The system of claim 28, wherein the winding comprises non-contiguous turns.

33. The system of claim 1, wherein the heating element comprises a wire formed of an electrically conductive material substantially surrounded by an electrically-insulating and heat-conducting material.

34. The system of claim 33, wherein the electrically conductive material comprises hot-formed stainless steel.

35. The system of claim 33, wherein the electrically-insulating and heat-conducting material comprises one of magnesium oxide and aluminum oxide.

36. The system of claim 33, wherein the heating element further comprises an outer protective coating.

37. The system of claim 36, wherein the outer protective coating comprises hot-formed stainless steel.

38. The system of claim 1, wherein the applicator device comprises an applying portion comprising an arrangement of bristles held between two strands of a twisted wire.

39. The system of claim 38, wherein the twisted wire comprises steel wire.

40. The system of claim 38, wherein the bristles are configured in the form of a succession of turns slotted at least partially into turns of a winding formed by the heating element.

41. The system of claim 1, wherein the formulation is thermally stable.

42. The system of claim 1, wherein the thermal profile of the formulation has a melting peak temperature ranging from 10°C to 90°C.

43. The system of claim 1, wherein the formulation has an initial melting point,  $T_0$ , of greater than or equal to 10°C.

44. The system of claim 43, wherein the formulation has an initial melting point,  $T_0$ , of greater than or equal to 15°C.

45. The system of claim 44, wherein the formulation has an initial melting point,  $T_0$ , of greater than or equal to 20°C.

46. The system of claim 1, wherein the formulation has an end melting point,  $T_f$ , of less than or equal to 90°C.

47. The system of claim 44, wherein the formulation has an end melting point,  $T_f$ , of less than or equal to 80°C.

48. The system of claim 47, wherein the formulation has an end melting point,  $T_f$ , of less than or equal to 70°C.

49. The system of claim 48, wherein the formulation has an end melting point,  $T_f$ , of less than or equal to 60°C.

50. The system of claim 1, wherein the temperature amplitude of the melting peak, ( $\Delta T$ ), ranges from 1°C to 30°C.

51. The system of claim 50, wherein the temperature amplitude of the melting peak, ( $\Delta T$ ), ranges from 2°C to 25°C.

52. The system of claim 51, wherein the temperature amplitude of the melting peak, ( $\Delta T$ ), ranges from 3°C to 20°C.

53. The system of claim 1, wherein the width of the melting peak at mid-height,  $L_f$ , ranges from 1°C to 10°C.

54. The system of claim 53, wherein the width of the melting peak at mid-height,  $L_f$ , ranges from 1.5°C to 8°C.

55. The system of claim 54, wherein the width of the melting peak at mid-height,  $L_f$ , ranges from 2°C to 5°C.



56. The system of claim 1, wherein the formulation comprises at least one fatty phase comprising at least one compound chosen from waxes, semi-crystalline polymers, oils, and oils thickened by at least one structuring agent.

57. The system of claim 56, wherein the at least one fatty phase comprises at least one compound chosen from semi-crystalline polymers having a melting point over 20°C.

58. A refill configured to be used with the system of claim 4, the refill comprising:  
a container defining an opening and containing the formulation; and  
a removable closure closing the opening.

59. The refill of claim 58, wherein the removable closure element comprises one of a cap and a heat-sealed closure.